

REMARKS

Initially, Applicant thanks the Examiner for the courtesies extended during the recent in person interview conducted on August 15, 2007. The amendments and remarks made by this paper are consistent with the proposals presented during the interview.

The Non-Final Office Action, mailed June 22, 2007, considered and rejected claims 1-41 under 35 U.S.C. § 102(e) as being anticipated by Brown (U.S. 2002/0156895) hereinafter *Brown*. Claims 1-14, 22-35, 37-39 and 41 were also rejected under 35 U.S.C. § 112, second paragraph, for purported indefiniteness. Claims 22-35 and 40 were also rejected under 35 U.S.C. § 101 for purportedly being directed to non-statutory subject matter.¹ The drawings were also objected to insofar as it was suggested that Figure 4 should be labeled as prior art because "only that which is old is illustrated." Applicant respectfully disagrees and submits that Figure 4 is not prior art inasmuch that "only that which is old is illustrated." To the contrary, Figure 4 illustrates program modules 436 and 437 which are new inasmuch as they represent newly claimed features and aspects of the invention, as described, for example, in ¶¶ [0025] & [0062]-[0067]. Accordingly, for at least this reason, as well as the others discussed during the interview, Applicant requests that the drawing objections be withdrawn.

By this paper, claims 1, 3, 4, 6, 7, 10, 14-16, 22, 24, 25, 27, 28, 31 and 35-37 have been amended, claims 5, 8, 9, 26, 29, 30, 40 and 41 have been canceled and new claims 42-44 have been added, such that claims 1-4, 6-7, 10-25, 27-28, 31-39 and 42-44 remain pending, of which claims 1, 15, 22 and 36 are the only independent claims at issue.²

As discussed during the interview, the present invention is generally directed to embodiments for controlling how contact information is provided to applications. Claim 1, for example, recites a method for controlling how contact information is provided to one or more applications through the presentation of personas associated with a particular user and which can be selected to control which corresponding contact information is sent to a requesting application. As clarified during the interview, as well as this paper, each of the recited contact personas includes contact information corresponding to the single particular user. Accordingly,

¹ Although the prior art status of the cited art is not being challenged at this time, Applicant reserves the right to challenge the prior art status of the cited art at any appropriate time, should it arise. Accordingly, any arguments and amendments made herein should not be construed as acquiescing to any prior art status of the cited art.

² Support for the claim amendments is found throughout the application, including, but not limited to the disclosure found in paragraphs 12, 32, 33, 37-39, 42-43, 47, 51 and 57-59, as well as Figure 3.

once an application request is received, the list of personas presented to the user includes the personas corresponding to that user. Each of these listed personas are also presented in the list in a selectable manner and such that selection of one of the displayed personas causes the corresponding contact information to be presented to the application.

Claims 15 is directed to a similar method, to the method recited in claim 1, except the method recited in claim 15 rewords some of the elements of claim 1 and includes an additional element of enabling the user to modify the respective contact information corresponding to the selected contact persona after the persona is selected and prior to presenting the information to the application.

The last independent claims, claims 22 and 36, are directed to corresponding computer program products comprising computer-readable media having computer-executable instructions for implementing the methods recited in claims 1 and 15, respectively. Claims 22 and 36 were initially rejected under §101. However, in view of the amendments made by this paper, the §101 rejections are now moot.

All of the claims were rejected in view of *Brown*. While *Brown* is generally directed to embodiments for controlling access to contact information, Applicant respectfully submits that *Brown* fails to teach or suggest the claimed invention, particularly in view of the claim amendments that have been made by this paper which were discussed with the Examiner during the in person interview. In particular, while *Brown* generally discloses embodiments for controlling access to contact information, *Brown* fails to teach or suggest any embodiment as recited in claim 1 wherein an application's access, not a user's access, is controlled. Instead, *Brown* teaches that a contact information module (i.e. software) can be used to permit an individual to control access to his or her contact information by another individual. *Brown* gives the following example: "[A] person's identity can be added to an approved list associated with the stored contact information along with an identification of the particular information for which the person is approved such that, when the person later attempts to access the information, his or her identity will be cross-referenced with the approved list to confirm that the person has authorization as well as to determine the applicable level of the authorization." (¶ 0036) Therefore, in *Brown* a user is requesting contact information, not an application. In the same way, *Brown* also fails to disclose the provision of contact information to a requesting application.

Brown likewise fails to teach any method for controlling access to contact information by presenting the user with a list of the available contact personas corresponding to the contact information from which list the user selects an appropriate contact persona to be provided to the application, particularly a list of selectable contact personas that each correspond to contact information about the user.

In *Brown*, the user provides the contact information module with a list of those who are authorized to access the contact information. The preferred mode of doing this is by providing the email address of the approved individuals. (§ 0035) The user would then play no role in the subsequent access and provision of contact information to the individual requestor. The software simply compares the requestor's credentials (i.e. email address) to the list of approved individuals. If there is a match, the individual is provided the information. In contrast, the present claims require the user's concurrent involvement in the provision of identifying and selecting contact information to be presented the application, after the application requests the contact information, and prior to presenting the information to the application. Not only does *Brown* fail to disclose this limitation, but it would be incapable of performing it.

These same arguments apply to claim 15 as it claims a similar method of controlling access to contact information through use of an interface. The interface is the mechanism through which the user carries out the method of controlling an application's access to contact information. For the same reasons as detailed above with respect to claim 1, *Brown* fails to teach or suggest the limitations of claim 15. Claim 15 also includes additional limitations that even further distinguish from *Brown*, including the limitation for enabling the user to modify the information after the selection of the persona is made and prior to presenting the information to the application.

Because claim 22 and 36 are computer program product claims containing the same methods as claims 1 and 15 respectively, *Brown* likewise fails to teach or suggest the limitations of these claims.

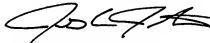
In view of the foregoing, Applicant respectfully submits that the other rejections to the claims are now moot and such that any of the remaining rejections and assertions made, particularly with respect to all of the dependent claims, do not need to be addressed individually at this time. It will be appreciated, however, that this should not be construed as Applicant acquiescing to any of the purported teachings or assertions made in the last action regarding the

cited art or the pending application, including any official notice, and particularly with regard to the dependent claims.³ For example, there are many limitations presented in the dependent claims that further distinguish the claims from the cited art, including, but not limited to the limitations presented in new claims 42-44, wherein the plurality of listed and selectable contact personas also includes an e-commerce persona and wherein the list of selectable contact personas are presented in an interface window and wherein the interface window restricts the list of selectable contact personas to only contact personas of the user.

In the event that the Examiner finds remaining impediment to a prompt allowance of this application that may be clarified through a telephone interview, the Examiner is requested to contact the undersigned attorney at 801-533-9800.

Dated this 21st day of September, 2007.

Respectfully submitted,



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³ Instead, Applicant reserves the right to challenge any of the purported teachings or assertions made in the last action at any appropriate time in the future, should the need arise. Furthermore, to the extent that the Examiner has relied on any Official Notice, explicitly or implicitly, Applicant specifically requests that the Examiner provide references supporting the teachings officially noticed, as well as the required motivation or suggestion to combine the relied upon notice with the other art of record.